TRADEMARKS IN LATIN AMERICA:
Economic Impact in 10 Latin America and Caribbean Countries (LAC)

BRAZIL

- Population: 209.2 million
- Gross Domestic Product (GDP): $2,055.1 billion
- Total Employment: 86.2 million (workers)
- Average Trademark Registration: 79,572

18 Trademark-intensive sectors
15 percent of the total workforce
14 percent of the GDP
23 percent of exports
50 percent of imports

Impact of Trademark-intensive sectors on economic activity:
- 18 trademark-intensive sectors
- 15 percent of the total workforce
- 14 percent of the GDP
- 23 percent of exports
- 50 percent of imports

Impact of Trademark-intensive sectors on wage premiums:
- Average LAC wage premium: 19%
- Average US wage premium: 38%
- Average EU wage premium: 48%

Impact of Trademark-intensive sectors in international trade:

Exports:
- LAC: 19% (average)
- US: 38% (average)
- EU: 48% (average)

Imports:
- LAC: 11%
- US: 23%
- EU: 30%

The statistics above are all sourced from the joint study by the InterAmerican Association of Intellectual Property and the International Trademark Association on Trademarks in Latin America: Economic Impact in 10 Latin American and Caribbean Countries published in October 2019 © ASIPI and INTA. All rights reserved.